

# ACE Newsletter

Architecture/Construction/Engineering  
Charlotte Export Assistance Center  
*January/February 2005*

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## **Events**

### **Chinalight 2005**

The 6th China (Beijing) International Light Fair (CHINALIGHT 2005) is to be held at China International Exhibition Center (CIEC) in Beijing from March 8 – 10, 2005.

Displaying the new and fashionable products from mainland China, Taiwan region and the rest of the world, the Fair features a LED section, Industrial Lighting section, Green Lighting section and Lighting Accessories section. With over 1,100 booths, CHINALIGHT 2005 covers about 20,000 square meters of exhibiting area. We firmly believe that the Fair will provide a great business opportunity for manufacturers and dealers worldwide to conduct trade and negotiate cooperation with their partners and end-users.

### **CONEXPO-CONAGG & IFPE 2005**

CONEXPO-CON/AGG 2005 will be the world's largest international gathering place in 2005 for the construction and construction materials industries, showcasing the latest equipment, services and technologies. The convention will be held in Las Vegas, Nevada from March 15 – 19, 2005.

With 2,300 exhibitors covering more than 1.85 million net square feet of exhibit space, CONEXPO-CON/AGG 2005 will be the one source for more than 100,000 industry professionals from over 120 countries. Attendees will come to the show looking for new ideas and products, face-to-face meetings with suppliers, expert education and training, and networking. CONEXPO-CON/AGG 2005 will be co-located with IFPE 2005 - the International Exposition for Power Transmission.

### **ROOF+WALL**

ROOF+WALL, the largest international trade fair event for roofing, wall and insulation technology has been held at various locations each year since 1957. In 2005, ROOF+WALL will take place in Leipzig, Germany, from May 4 – 7.

On an international scale, ROOF+WALL is the most important and largest trade fair for roofing, wall and insulation technology. Professionals from small and medium-sized enterprises as well as property owners, architects, engineers, property developers and other visitors interested in such technology will come to ROOF+WALL to get an overview of the range offered in the industry as well as the latest trends. The high quality of this trade fair becomes evident if one takes into account that 85% of the visitors are decision-makers or at least have a significant impact on decisions.

For more information on these events, please contact your local ACE specialist.

# **Events**

## **Expo Construction International 2005**

Expo Construction International will be held from May 18 – 20, 2005 in Tijuana, Mexico. Expo Construction International offers Mexican infrastructure developers and construction companies the opportunity to learn and acquire new construction methods, materials and techniques used in foreign countries, particularly the United States and Canada. It intends to create an environment of product / services exhibits in addition to presenting a series of conferences and seminars that will increase the NAFTA's content of Mexico's construction sector. U.S. Companies have excellent opportunities to supply this growing market that is very familiar with construction techniques and methods used in the U.S.

## **Stone + Tec 2005**

Stone + Tec 2005 will be held in Nuremburg, Germany from May 25-28, 2005. With more than 1,000 exhibitors attracting approximately 50,000 visitors, this trade show is the largest showcase for natural stone and stone processing technology in Germany. Counseling will be provided through correspondence to U.S. exhibitors prior to the show and staff plans to visit the event to assess its suitability for U.S. exhibitors.

## **15th International Road Federation World Meeting 2005**

The International Road Federation will host the 15th International Road Federation World Meeting 2005 from June 14 – 18, 2005, Bangkok, Thailand, in conjunction with the Intertraffic Asia 2005 Exhibition. The IRF World Meeting is the leading road sector conference and exhibition, bringing 2,000 international participants to debate and discuss how best to finance, develop, manage, maintain and operate today's and tomorrow's road networks.

The IRF is an independent, non-profit federation of worldwide public and private entities involved in road planning, development, construction, management and utilization. With members in some 70 countries, the IRF lead the way in international road transportation infrastructure development. The Meeting has been held every four years for almost the past 100 years. Close to 2,500 delegates are expected to be present at this year's event.

## **REBUILD IRAQ 2005 - The Second International Trade Exhibition for the Rebuilding of Iraq**

The second International Trade Exhibition for the Rebuilding of Iraq will be held in Amman, Jordan from April 4 – 7, 2005. Rebuild Iraq 2005 addresses the most ambitious reconstruction project since World War II and is the largest and most comprehensive trade event to be held for the reconstruction of Iraq.

Rebuild Iraq 2005 offers exhibitors an exceptional opportunity to reach buyers and decision makers from Iraq, Jordan, the US and other countries or agencies from around the world taking part in the rebuilding efforts. It will bring decision makers, specifiers, project owners and government bodies together with manufacturers, suppliers and contractors. It will also create an opportunity to meet with representatives of the Iraqi Ministries, Chambers of Commerce, the Federation of Iraqi Businessmen, and hundreds of Iraqi entrepreneurs. Numerous material supply and technical cooperation contracts related to the multibillion-dollar projects involving the reconstruction are expected to be signed during the show.

If you are not able to travel to Jordan or you don't have enough budget but would like to benefit from the large number of quality contacts the show provides, we invite you to participate in the Catalogue Display, an opportunity to have a show presence.

Iraq Reconstruction in numbers:

- 2,500 Iraq reconstruction projects
- \$ 18.6 Billion set aside by U.S. for Iraq reconstruction
- \$ 33 billion committed by other global donors
- \$ 60-70 billion to be spent in medium term
- \$ 150 billion worth of long term demand

By sector:

- Waste water resources & potable water : \$ 4 Billion
- Oil & Gas : \$ 15 Billion
- Electric Power : \$ 20 Billion
- Infrastructure : \$ 6 Billion
- IT and Telecom : \$ 8 Billion
- Health Facilities and Public Schools : \$ 2 Billion
- Housing : 2 Million New Homes

For more information on these events, please contact your local ACE specialist.

## Trade Leads

### **Canada's A/E Building Products Video Conference Discovery Seminar**

VC link with the Embassy of the United States  
Ottawa, Canada  
February 14, 2005

**Discover, learn and become familiar with Canada's**

- **2005 National Building Codes** (to be released mid-2005)
- **Construction materials standards**
- **Building products evaluation procedures**
- **Export market potential**
- **Trends and**
- **Channels of distribution**

**Video Conference will be linked with the  
Carolinas USEAC in Charlotte. Limited  
registration available.**

For more information, please contact your  
local ACE specialist.

### **Barbados: Aviation Theme Park**

The Government of Barbados has acquired a British Airways Concorde for permanent display. The Barbados Tourism Investment Inc., as an agent acting on behalf of the Government, is seeking proposals from qualified companies to finance and build the "Aviation Exhibition/Theme Park", own and operate the theme park and then eventually transfer the ownership of the park to a company which is government owned. The theme park site is to include a hangar for the Concorde, theatre for simulated rides, large display facilities, restaurants, and souvenir shops.

Interested companies are to submit a statement of experience and financial capability, along with an outline proposal containing drafts of:

- concept for the development of the theme park
- marketing program
- construction program
- operational plan
- financing plan.

For more information, please contact your local ACE specialist.

### **Qatar: New Doha International Airport**

Qatar is building a 2 billion dollar airport, the first in the world to accommodate the Airbus A380. California based Bechtel is the master planner and project manager. Mannia Trading Company is looking to team up with several US companies specialized in:

- Construction of airports of large scale (26 contact gates, 126,000 square meters)
- Special building materials for airports
- Automatic doors system
- Flight information display screens
- Check-in counters
- Seating system for airport passenger terminals
- Tracked and wheeled vehicles
- High-speed sweepers for rubber removal system
- Baggage handling and screening systems
- Conveyor belts for baggage handling
- Airport parking control and security system
- Fire safety equipment and supplies
- Cargo loaders, deicers, tractors etc.
- Airport ground power units
- Automated passenger bridge system
- Integrated security system for passenger terminal
- Rubber and paint markers for runways
- Signalization equipment and supplies for runways, tarmac, gate areas, access roadways, and parking lots
- Airfield lighting solutions
- Other equipment supplies and services needed for a passenger terminal.

For more information, please contact your local ACE specialist.

### **Qatar: Airport Fuel System**

Mannai Trading Co. is looking to team up with several US companies specialized in the design, supply and installation of airport fuel system, to jointly bid on this project. The pre-qualification documents will be released early February 2005.

For more information, please contact your local ACE specialist.

### **Qatar: General Contracting Joint Ventures**

Qatar has embarked on a multi-billion dollar construction program. Based on this fact and the present Qatari Construction scene rapid development, Rabban Contracting and Trading Co (RCTC), a member of Rabban group of companies and well established in Qatar since 1964, is interested and looking forward to associate with small and medium-sized American Construction Companies and establish joint ventures to handle a bigger share of building construction projects for the public and private sectors in Qatar.

For more information, please contact your local ACE specialist.



## **Portugal – Senior Home Developers Joint Venture**

A Portuguese company is interested in forming a joint venture with companies that are in the Hospital Management sector. With ten new hospitals to be built and managed under the PPP (Public Private Partnership), Meci, an economic group consisting of three major Portuguese companies, Ensul, Meci and Ensul Real Estate, believes they have great potential for managing one or more of the new PPP hospitals. In order to achieve that, Meci is highly interested in forming a joint venture with one of the major U.S. hospital management companies to run for the bid for management of these new hospitals. The ten new hospitals are to be constructed and running by 2010. Meci is interested in contacting companies in this sector immediately.

Being part of a three-company group, Ensul - Construction Company, MECI infrastructure developers and maintenance services, and Ensul-Real Estate, the Meci group believes they have the capability of developing a new Senior Home concept, identical to the one practiced in the United States. In order to do this, Meci is highly interested in receiving contacts from U.S. Senior Home developers in order to come to a joint venture agreement to construct/build and introduce this American concept in Portugal.

For more information, please contact your local ACE specialist.

## **Market Research**

### **Spotlight: Turkey**

#### **Market Overview**

The construction industry in Turkey is a leading generator of jobs and revenues domestically, and Turkish contractors are active in 49 countries that span four continents. With a population of over 70 million and a rapid urbanization and population growth of 1.4 million people per year, Turkey continues to experience high demand for new housing units. Currently, housing unit construction is at 450,000 units annually. The earthquakes in Izmit and Duzce created an additional shortage of over 250,000 housing units in 1999. According to the Mass Housing Directorate (TOKI), shortage of housing units is expected to reach to 1.5 million units over the next five years.

Stabilizing macro-economic conditions have encouraged increased consumer spending, which has led to additional demand for shopping malls and retail establishments. It is therefore no surprise that Turkey's construction industry ranks third in importance after textiles and agriculture. The construction industry is comprised of residential construction (58% of industry share), transportation and civil infrastructure (23% of industry share), and non-residential structures such as tourism infrastructure and commercial buildings (19% of industry share). The Turkish construction industry employs over 675,000 people and the total market size for building materials and construction services is \$3 billion.

#### **U.S. Position**

Due to Turkey's consistent strength in the conventional building materials industry, U.S. imports are usually in the form of luxury products such as accessories, flooring, wallpapers, prefabricated door panels or plumbing fixtures. U.S. window and door suppliers are already prominent in the market. In 2000, the U.S. share of building materials in the Turkish market was valued at around \$90 million, representing approximately 13% of the overall market.

#### **Competition**

The Government of Turkey is the main financier of infrastructure projects and public services. Also, a joint project between the GOT and the World Bank aimed at rehabilitating roads in major tourist destinations around the country is currently underway. The Government of Turkey has signed a protocol with the Japanese Government for the financing of a Bosphorus tunnel connecting Europe and Asia to ameliorate Istanbul's traffic problems. U.S. companies also face stiff competition from Chinese and Korean companies in the market.

#### **Commercial Opportunities**

A growing tourism sector increased the demand for thermal spas, ski resorts, golf resorts, transportation infrastructure, and airport development. There is an increasing demand for products in the tourism infrastructure development such as wastewater treatment facilities, portable equipment for measuring seawater and soil pollution, and golf infrastructure.

With Turkey's building materials industry, commercial opportunities exist in flooring, window frames and doors. With a current market of \$560 million, the roofing and siding materials market is expected to grow 10% per year for the next three years. The most popular siding products include glass, aluminum, vinyl, granite, ceramics, PVC and fiber cement boards. The most popular roofing materials are tile roofs (red brick), which have the largest share of the roofing materials market with a 75-80% share. The best sales prospects include sophisticated products such as raised floors and PVC type floorings for commercial buildings.

*Source: U.S. Commercial Service*